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**YWCA USA AND CURVATION®
LAUNCH CONFIDENCE-BUILDING PROGRAM ON
SECOND ANNUAL NATIONAL WOMEN'S CONFIDENCE DAYSM**

Kick-Off To Include Online Confidence Tips and Events Nationwide

(DATELINE) – June 6, 2007 – One year ago, Grammy-winning musician and Oscar-nominated actress, Queen Latifah took her important message about the power of confidence to Capitol Hill, participating in the ceremony proclaiming the first Wednesday of every June NATIONAL WOMEN'S CONFIDENCE DAYSM. To mark the second annual NATIONAL WOMEN'S CONFIDENCE DAYSM, YWCA and the CURVATION® brand are launching the **PROJECT CONFIDENCESM Outreach Program** - a multi-faceted women's confidence-building program designed to give women the tools and information they need to build their personal confidence, achieve their dreams and enrich their communities. The program includes online confidence tips, as well as a confidence curriculum to be piloted in six cities nationwide.

To kick-off the **PROJECT CONFIDENCESM Outreach Program**, starting today, women can log on to www.ywca.org to receive free weekly confidence-building tips on a wide array of topics to inspire them to live their lives to their full potential. In addition, people who visit the site will have the opportunity to get a **free** "Inspire Confidence" bracelet from CURVATION® Intimate Apparel, to show support for NATIONAL WOMEN'S CONFIDENCE DAYSM and remind themselves and others about the positive impact of confidence in women's lives.

The foundation of the **PROJECT CONFIDENCESM Outreach Program** will be the series of nine free monthly group sessions that will be held at local YWCAs in Brooklyn, NY; Chicago, IL; Houston, TX; Los Angeles, CA; Marietta (Atlanta), GA; and Malden (Boston), MA. Recognizing the role confidence plays in a woman's ability to succeed in all aspects of life, the workshop curriculum will concentrate on building and sustaining confidence in areas from style and health to career and personal finance. Women who enroll in the monthly workshops will have the chance to interact with local community experts and gain insight into a variety of ways to bolster their personal confidence to help better assert themselves in the workplace, among peers in their community and within their own relationships. In addition, confidence tips from the curriculum will be available to the public online at www.ywca.org.

"Growing up, I was fortunate enough to have strong women around me -- like my mother and grandmother -- who encouraged me to believe in myself and let me know that I had the ability to achieve whatever I set my mind to," said Queen Latifah, the CURVATION® brand spokesperson and creative adviser. "But I know that not everyone has that support. That's why the CURVATION® brand, the YWCA and I wanted to address this issue by encouraging women to stand up for themselves and know that any goal is within reach if they believe in themselves. The PROJECT CONFIDENCESM Outreach Program is the perfect way to share this message and hopefully, influence the lives of countless women."

Also today, in recognition of how personal appearance and style affects a woman's inner confidence, the CURVATION® brand will hold special "Bra Fit Clinics" at participating Wal*Mart stores throughout the country. Feeling good on the inside and out is one of the topics addressed in the Confident Style session of the **PROJECT CONFIDENCESM Outreach Program** curriculum.

"The **PROJECT CONFIDENCESM Outreach Program** is the latest cutting-edge initiative in the 150 year history of the YWCA aimed to uplift women to fulfill their life potential," said Lorraine Cole, CEO of YWCA USA. "**The PROJECT CONFIDENCESM Outreach Program** is truly a monumental program because it was designed to not only celebrate the lasting and tremendous impact confident women can make in their communities, but to give women the tools they need to live more fulfilling lives. We are thrilled to partner with the CURVATION® brand, an organization that shares our vision and is committed to the betterment of all women."

CURVATION® - a brand that has always stood for promoting confidence - is a line of intimates and apparel designed for curvaceous women and inspired by Queen Latifah, the brand's spokesperson and creative adviser since its inception in 2003.

About YWCA:

Founded in 1858 and headquartered in Washington D.C., the YWCA is a women's membership movement whose mission is to eliminate racism and empower women. Strengthened by diversity, the YWCA draws together members who strive to create opportunities for women's growth, leadership and power to attain a common vision: peace, justice, freedom and dignity for all people. The YWCA represents almost 2 million women, girls and their families in the United States and 25 million women worldwide. The YWCA represents nearly 300 associations throughout the United States. The World YWCA is at work in 122 countries. For more information about the YWCA or local YWCA associations, visit our Web site, www.ywca.org, or contact the YWCA USA at 202-467-0801.

About NATIONAL WOMENS CONFIDENCE DAYSM:

The YWCA USA, Rep. Carolyn B. Maloney (D-NY) of the Congressional Caucus on Women's Issues, superstar Queen Latifah and VF Intimates' CURVATION® brand announced the first annual NATIONAL WOMEN'S CONFIDENCE DAY on Wednesday, June 7, 2006, on Capitol Hill in Washington, D.C. The goal of NATIONAL WOMEN'S CONFIDENCE DAY is to raise public awareness for, and celebrate the positive impact of, confidence in women's personal and professional lives. Rep. Carolyn B. Maloney acknowledged NATIONAL WOMEN'S CONFIDENCE DAY on the Floor of the U.S. House of Representatives and introduced an Extension of Remarks endorsing the day and providing a permanent record of support into the Congressional Record in February 2006, NATIONAL WOMEN'S CONFIDENCE DAY is celebrated annually on the first Wednesday in June.

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